

POST-30-

Passages from Pages of Army Newspapers

**Guardian staff from
"Independence Day," GUARDIAN**

Bridgett Siter from "Out & About At Plains, Ga.," BAYONET August 10.

A Treat for Readers



[Now if we can only get Cook to smile for the camera.]

FINAL DRAFT

By Sgt. Maj. Gary G. Beylickjian (Ret)

Farewell, Stacie Sands, and Thanks

Army journalism says farewell to one of its many bright stars—Stacie Sands, writer with Fort Rucker's ARMY FLIER.

Stacie is heading East—mid-East, to be exact, where she'll be close to her husband who is assigned to that region. Stacie took a job with civilian organization.

She takes with her four Journalist Awards, much praise and lots of thanks for her contributions to Army journalism.

Her features were up front and sometimes personal. Many of her articles centered on real-world issues such as military stress, domestic violence, rape, overweight, alcoholism, family relations, drugs many others. The tribute last year to her dad on Father's Day is still vivid in my mind.

Stacie's stories educated and enlightened readers and alerted them to life's many pitfalls. She contributed to FLIER's prominence as a paper willing and able to tell it like it is. She had no problem putting thoughts on paper. She loved words, and they loved her.

Ms. Sands may be gone for a year or two, and if we're lucky, she may come back to work once again on Army newspaper such as the ARMY FLIER. Thanks to the folks at the Fort Rucker's PA shop, Stacie was able to put her imagination and writing talent to good use.

Farewell, good luck Stacie Sands. And thanks!

Newspaper Workshop

Arrmy newspaper workshop is scheduled for the week of Nov. 4 in the Washington, D.C. area. The workshop will run from 5 to 8 November. Costs and other details will be announced in PA Preview, on PALINK and the next Post-30-. All services welcome!



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Covering Speech Stories

Army newspapers usually run two types of speech stories: a preliminary and follow-up.

In a preliminary speech story, the emphasis of the story is either on the fact a speech is to be given, who is to speak and what the speech is to be about.

If a prominent person is to give a speech, the focus of the preliminary speech story usually should be on the “who.” If the speaker is not prominent, the emphasis generally should be that a speech will be given. If the title or the topic is timely, the advance speech story can capitalize on that angle — even when the speaker is not well known.

In a follow-up speech story, the emphasis is on what was said and who said it.

What was said is often more important than who said it. But, if an authoritative person says something, the “what was said” takes on importance—and the facts about the speaker that makes him or her an authority.

The structure of a follow-up speech story is simple. The lead highlights the key point of the speech, the speaker’s identification and a brief “when” and “where” the speech took place.

The second paragraph generally further identifies the speaker to establish his or her authority and information on the occasion of the

speech—that is, Veterans Day, Memorial Day and other special holidays.

The body of the story should carry quotes and key points from the speech and summaries of other key points of what was said.

The next-to-last paragraph should provide additional background on the speaker or the occasion.

The last paragraph may give the names of prominent persons attending the event.

The key points of the speech can be brought out by the use of quotes and summaries. The quotes and summaries should be only of standout phrases or main points in the speech.

Avoid quoting whole paragraphs and do not deviate from the exact words of speaker when using direct quotes.

Be sure to keep the same meaning as projected by the speaker in summarizing notable phrases and key points in the speech.

All quotes and summaries in follow-up stories should be attributed to the speaker as often as necessary. These attributions usually go at the middle or end of the sentence—wherever clarity is best served.

Another point to keep in mind for follow-up speech stories is not to use the first or second person in the story unless in direct quotes, because these represent the writer’s viewpoint when not within quote marks.

In many cases, a printed copy of the speech may be available from the speaker or his representative. Sometimes an enterprising reporter can ask for an interview with the speaker and sort out key points on what's to be said.

But important speeches also should be covered by a reporter, present at the event listening and noting audience reactions.

Attempting to copy everything said in a speech is nearly impossible. The reporter must determine what the key points are to be in the speech and what facts may have most significance to readers. It's a selective process.

A valuable tool for covering speeches is a pocket recorder, provided a reporter can get close enough to the speaker to ensure a clear recording. Better yet, check to see if the speaker will

allow your recorder to be placed on the lectern.

Reporters also should be alert to unexpected happenings such as a speaker's humorous comments, audience reactions or interruptions. In most military speeches, audiences are attentive and courteous. Nevertheless, better to stay alert.

When writing the speech story, a good approach is to begin with a direct quote of a keynote statement. If the quote is long, run it as a single paragraph. Introduce other facts in the following paragraphs.

When possible, avoid repeating the handle, "he/she said." Try using different techniques. Vary sentences using direct quotes, indirect quotes and summaries.

Bio Writing: An Art

Army journalists often face problems selecting important and interesting facts from a biographical data sheet when writing about prominent persons.

Often times, journalists are not selective in choosing important facts and merely include in their stories every fact about a person that appears on the bio sheet.

There are no hard and fast rules for Army reporters in such situations. Certain considerations can help reporters choose facts that will make their stories more meaningful.

Take a story about a newly assigned battalion commander or command sergeant major. The reporter should relate biographical facts which would highlight the commander's or sergeant's major military background.

These would include number of years in service, names of others commands, educational background and significant awards and decorations.

No need to mention every command under which he or she has served or every award or decoration garnered along the way. Again, the important ones are key.

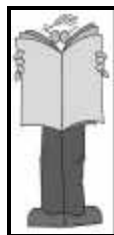
Some bio sketches have noted dates of rank and the nitty-gritty details of every assignment. In most cases, these added details fill space and add little to the person's background.

Many bio stories go unread because they are muddled with excessive paragraphs of biographical information, much of which is totally uninteresting to the reader.

With a little thought and news judgment, a reporter can make good use of the facts found on a bio sheet, resulting in an informative and interesting account of a person's military career.

NEWSPAPER READERS VOICE OPINIONS IN SURVEY

By Jerry Harben, editor, MERCURY



The MERCURY mailed some 3,000 questionnaires to AMEDD (U.S. Army Medical Command) units this spring to measure how well we are serving our readers and how we can do better. Our thanks go to the unit contacts who distributed and collected the survey and to the members who took the time to respond.

Altogether, response to the survey was very positive. Highlights include:

Seventy percent prefer the printed MERCURY to a website.

Ninety-three percent rate the MERCURY good or very good.

Sixty-five percent say the MERCURY is a valuable source of information for them, and 62 percent say they would not get information they need without it.

Ninety-one percent express confidence in the accuracy of the MERCURY.

Eighty-five percent like the use of color photographs and graphics.

Some problems surfaced in distribution of the newspaper to field and Reserve Component units. We will be doing our best to correct this.

Respondents prefer stories about AMEDD news over features about AMEDD people by 68 percent to 32 percent, and news specific to the AMEDD over news about the rest of the Army by 65 percent to 35 percent. News about what units are doing in the field and news about policies and directives from headquarters each were preferred by 50 percent.

This survey will be very important in planning future coverage of the AMEDD by the MERCURY. Again we appreciate the efforts of all those who participated. Special thanks must go to the AMEDD Center and School's automation office for scanning the forms, and to Capt. Larry Crowl, who performed the necessary coordination during his tour as an IMA in the MEDCOM Headquarters Public Affairs Office.

Note: Readership surveys are no longer required by AR 380-1. Because of reduced staffs and the time needed to conduct and compile findings of such surveys, OCPA decided to forego surveys. But, newspapers are encouraged to continue surveying readers to determine their needs, interests and levels of readership.

MISCELLANY

Yolanda Hagberg is the NEWS LEADER's editor. She succeeded Beth Settle who went to another PA shop. NEWS LEADER is produced by the Fort Sam Houston PA shop.

Sgt. Lauren Reader has been tapped to edit HAWAII ARMY WEEKLY. She takes over from Staff Sgt. Kanessa-Mynett-Allen, now the shop's Public Affairs NCO. HAW is a product of US Army, Hawaii out of Schofield Barracks.

Spc. Brian Lamar is scheduled to move into the editor's chair of Fort Jackson's LEADER. Spc. Steve Kinney, who guided the LEADER to an OCPA J-Award is now in the shop's CR division.

Connie Ballenger, one of the top-rated writers in Army journalism, has left her job at Fort Meade's SOUNDOFF! Ballenger, who has written for the SOUNDOFF! nearly 10 years, decided on a change of profession. We'll all miss Ballenger's excellent work and her contributions to the Army newspaper community.

Sandy Goss, editor of the SHIELD, a monthly newsletter is headed to USAREUR's headquarters in Heidelberg. The SHIELD, produced by the U.S. Army Criminal Investigation Command, Fort Belvoir, is looking for an editor. Marc Raimondi, the command's PAO, wants a part timer to fill the editor's seat until a full-time editor is selected. Those interested may email Mr.

Raimondi at—
Marc.A.Raimondi@belvoir.army.mil

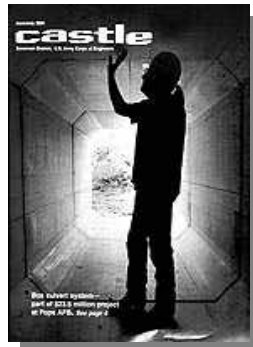
Spc. Monica Garreau, formerly with INSIDE THE TURRET, is off for a tour in Hawaii. Garreau, a J-Award winner, has made OCPA's Outstanding Journalist list many times over.

Fort Hood's PA shop has selected Staff Sgt. Keith Thompson to edit the post's broadsheet, the SENTINEL. Thompson succeeds Sgt. Dale Terry who has become the NCOIC of the 4th Inf. Div., located at Fort Hood.

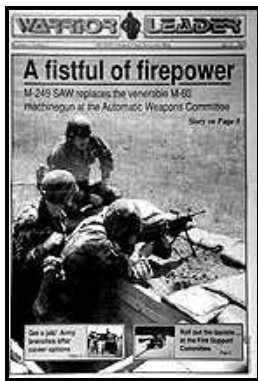
Fort Campbell's COURIER has a new editor: Sgt. Michael Brock, a member of a PAD on Fort Campbell. He's holding down the position until a replacement arrives to fill the slot emptied by Sgt. 1st Class Richard Arndt, now assigned to a unit in the Washington, D.C. area.



Several newspapers have begun make-overs of their front page, among them Fort Sill's CANNONEER. Gone is the clutter around its nameplate. Gone are the referral boxes, ears and other elements that have for so long weighted the flag, (left) The logo and cross cannons stand out now and the area above the folio is clean (right). The redesign project belongs to Tonya L. Riley's, the paper's associate editor.



Left—SUSTAINER, produced by the 3rd COSCOM, Germany, featured an excellent tribute to fallen soldiers. The feature was written and photographed by Ms. Ellen A. Hart, editor. **Center**—The CASTLE, a newsletter published by the Corps of Engineers, Savannah, Ga., ran an eye-arresting photo on the cover of its June-July issue. Ms. Verdelle Lambert is editor. **Right**—CRUSADER, a tabloid out of the 98th ASG, Germany, produced an excellent Newcomers' Guide as an insert to one of its August issues. Outstanding articles, photographs and page designs comprise the guide. Ms. Olivia Feher is editor.



Left—WARRIOR LEADER is produced for the ROTC Advanced Summer Camp held at Fort Lewis. It's an excellent eight-page tabloid full of quality articles, photos and line drawings, many from the creative mind of Rob Rosenburgh, editor. Rosenburgh edited one of the most dynamic division newspapers of the 1970s—the SPEARHEAD of the 3rd Armored Division then in Germany. **Center**—Headlines must avoid confusing or misleading readers. Is the spouse the wife of a member of the Vietnamese military? The headline implies that. Not until the end of the third paragraph does the reader learn Karen McComas' husband, an American, served in Vietnam in 1969. **Right**—Some people are known to pass kidney stones, and, well no need to say more. But, passing colors? That has to go into the record books. Nothing really wrong with the head. It prompts a well-needed smile.



Top Left—This outstanding double truck appeared in a July issue of Fort Hood's SENTINEL. The dominant photo across the page sets the tone of the display: **bold**. One shortcoming is that several cutlines are ganged at lower right. **Top**—This photo illustration was made by Sgt. Karen S. Parish and appeared on TRAINING TIMES' July 10-24 front page. The illustration is of fireworks display over the skies of Grafenwoehr, Germany, July 4. **Left**—Good use of a dominant photo—vertical—and clustering of supportive photos. All elements are set in their grids: photos, text and cutlines with their photos, as they should. The spread appeared July 6 of West Point's POINTER VIEW. Story by Irene Brown, photos by Valerie VanKleeck and Pfc. Nate Jastrzemski.





Those Change of Command Leads

Change of command articles have been with us for as long as posts, camps and stations had some means of putting such notices on paper. Most articles carry the same theme: a commander or senior NCO leaves, another takes his place, and of course, vice versa.

But, there was a time not too far distant when the use of the word, “replace,” was frowned upon in such stories. Readers may think commanders were expelled from “office” rather than moving on to different assignments or retirement.

At one post newspaper during the late 1950s, the burning question was: who is mentioned first in the change of command story: the outgoing or the incoming commander? The Public Information Officer (PIO) was quick with the answer: the incoming, of course! And the write-up was always big.

How are change of command events covered today—that is, how are they introduced in news stories? Here’s a peek at how a few Army journalists wrote their lead.



Sue McKinney in the Fort Huachuca SCOUT

“Brig. Gen. James C. Hylton took command of the U.S. Army Signal Command during a silent change of command ceremony held here July 11.

“Maj. Gen. William H. Russ handed over the reins in signal style as semaphore flags indicated movements rather than vocal commands during the ceremony.”



Staff Sgt. Tami Lambert in the Fort Carson MOUNTAINEER.

“As the temperature rises so does the change of command operational tempo at Fort Carson as Col. Donald Bradshaw relinquished command of United States Army Medical Activity to Col. James McGaha during a ceremony July 12 on the Evans Army Community Hospital Grounds.”



Peter Rejcek in the Marshall Islands KWAJALEIN HOURGLASS

“Lt. Col. Raymond Jones is going to test a new working environment when he PCSes next week.

“The commander of the Ronald Reagan Ballistic Missile Defense Site leaves the range to Lt. Col. Clarence E. Johnson Tuesday at a 9 a.m. change of command ceremony at Island Memorial Chapel. Jones heads to Washington, D.C. where he’ll serve as. ...”



Yvonne Johnson in the Aberdeen Proving Grounds APG NEWS

“On a sun-drenched patio overlooking the Chesapeake, the soldiers of Aberdeen Proving Ground’s Garrison Headquarters Support Troop gathered to bid farewell to one commander and welcome a new one during a change of command ceremony June 18.”



Spc. Maurice Smith in Fort Leonard Wood GUIDON

“The stands at Gammon Field were filled with soldiers and civilians, and the field was flooded with formations as troops as the 1st Engineer Brigade welcomed a new commander Friday.”



SEOUL WORD

“United States and Republic of Korea military dignitaries and soldiers of Headquarters and Headquarters Company, 34th Support Group, Tactical Air Naval Ground Operations Security Force, 38th Chemical Detachment, 9th, 19th and 28th Korean Service Corps welcomed Col. Steve T. Wilberger as he assumed command of Area II and 34th Support Group from Col Steven D. Holtman in a change of command ceremony at Knight Field July 16.”



Carolee Nisbet in the Fort Dix POST

“There was a breeze to stir the flags and music to stir the soul at Sharp Hall June 29 as Col. David M. Lowry took command of Fort Dix.

“Lowry—the 68th man to take the top job at this historic post—assumed the mantle of command from. ...”



Debbie Sheehan in the Fort Monmouth MONMOUTH MESSAGE

“It was the perfect day for pomp and circumstance. The sun shone in a clear blue sky. A summer breeze kept the flags waving and everyone comfortable. Gen. John Coburn, the Commanding General of the United States Army Material Command served as reviewing officer for last Friday’s change of command and retirement ceremony.”



Spc. Jennifer Lilly in the Fort Myer PENTAGRAM

“The scorching morning heat didn’t slow down the change of command ceremony Friday on Summerall Field.

“The ceremony was to acknowledge Col. David L. Patton, outgoing Fort Myer commander and welcome Col. Christopher G. Essig, incoming Fort Myer Military community commander.”



Spc. Dahrl C. Hankins in the Fort Campbell COURIER

“Memorial Chapel filled with friends, colleagues, soldiers and family members Thursday as outgoing Division Chaplain, Lt. Col. Pat Hash, passed the chaplain’s stole to incoming Division Chaplain Lt. Col. Ken Brown during a ceremony.

“The passing of the stole ceremony represents the passing of spiritual leadership of the Unit Ministry Team of the 101st Airborne Division (Air Assault) to Brown. ...”



Sgt. 1st Class Chris Calkins in the SETAF OUTLOOK

“There’s a new commander in town.”



Excellence in Verbal and Visual Presentations

CANNONEER (Fort Sill) for “Unsanitary Homes Discovered,” by Tonya L. Riley, published July 12.

SIGNAL (Fort Gordon) for “A Look At Our Water,” no byline, published July 6.

NEWS & VIEWS (Germany) for its two-part series on “Bullies: Understanding The Dynamics And Dangers,” by Fred Powers, published July 27.

INDIANHEAD (2ID, Korea) for the layout in “U.S., TOK Engineers Tackle Imjin River,” by Master Sgt. Dave Melancon, published June 29.

GUARDIAN (Fort Polk) for “Father’s Day The Army Way—Newly Commissioned Daughter Administers Enlistment Oath To Sergeant Major Dad,” by Kim Reischling, published June 15.

AFPS (DoD) for “Freedom’s Heroes—Memories From A Virginia Hilltop,” by Rudi Williams.

STRIPE (Walter Reed) for an excellent June 15 issue. Bernard S. Little is editor.

TIEFORT TELEGRAPH (Fort Irwin) for “No Big Deal? Leaving Your Children In The Car Unattended Is A Risk And A Crime,” by Spc. Kim Dooley, published June 22.

SCOUT (Fort Huachuca) for “Owning Your Own Home: American Dream Or Nightmare,” by Capt. Eric. Strong, published June 28.

INSIDE THE TURRET (Fort Knox) for “History Preserved—Lincoln’s Birthplace Attracts More Than 250,000 Visitors A Year,” by Pfc. Rosalyn Peterkin, published July 5.

OUTPOST (Yuma Proving Ground) for “American Red Cross: Always Leaves The Light On,” by Yolanda Canales, published June 25.



GUIDON (Fort Leonard Wood) for the layout in “Red, White & Blue Week,” by Rick Brunk, published July 12.

POINTER VIEW (West Point) for its continuing column “Murphy’s Law,” by Capt. Patrick Murphy.

KWAJALEIN HOURGLASS (Marshall Islands) for “On-Island Hires: Domestic Fill Key Roles,” by Barbara Johnson, published July 3.

LEADER (Fort Jackson) for “Stress,” and for “Under Pressure,” both by Regina Gatewood. Also for the commentary “Golden Years...More Ills and Pills,” by K. Douglas Cook. All published August 2.

GUARD TIMES (NY, NG) for “Training In The Tropics: Looks A Lot Like Cortina,” by Lt. Col. Paul Fanning, published March-April issue.

FRONTLINE (3ID, Fort Stewart) for “Shrooms: They May Be Poison, Dude,” by Amy Turner, published July 12.

BLIZZARD (Fort Drum) for “German, U.S. National Guard Officers Form Unusual Bond,” by Spc. Matthew J. Jenkins, published July 19.

THREE STAR FINAL (70th RSC) for a history lesson in “Crawford Uses Apache Scouts In Quest For Geronimo,” by Lt. Col. Doug Schnelle, published in the May/June issue.

HUB (US Army Reserve Personnel Command) for an outstanding July issue. Ms. Andrea Wales is editor.

BLUE DEVIL II (88th RSC) for “MOUT Training—Training Takes MPs To New Level Of Training,” story and photos by Spc. Chris Putman, published in July.

KORUS (USFK) for “Medic!!! Medic!!!,” by Pfc. Jimmy Norris, published in the June issue.

BAYONET (Fort Benning) for “Physical Fitness Training Program Slows Aging,” by Bridgett Siter, published July 20.

TIEFORT TELEGRAPH (Fort Irwin) for “Rainbow Basin: A Haven Of Geological Treasure,” by Spc. Kim Dooley, published June 15.

ALASKA POST (Fort Richardson) for photo and layout in “Warfighters,” by Pvt. Karima L. Mares, published July 19.

AT EASE (WI, NG) for “Wisconsin Hosts Guns Of August,” by Tom Doherty, published in the Summer edition.

FORT LEWIS PAO for “Examining Transformation,” by Sgt. Maj. (Ret) David Kuhns, Sr.

FRONTLINE (3ID) for “Handwashing: Don’t Get Caught Dirty Handed,” by Stephanie DeLoach, published June 21.

SENTINEL (Fort Hood) for “Uniformed Services Former Spouse Protection Act,” by the SJA staff. Also, “PCSing Made Easier For Parents, Students,” by Spc. Lyza Beaudreault. Both published Aug 9.

LAMP (Fort Leavenworth) for “Ginkgo Biloba Use Brings ‘Baggage’,” by Col. Allen Olmquist, published Aug 9.

REDSTONE ROCKET (Redstone Arsenal) for its 28-page insert commemorating the 60th anniversary of Redstone Arsenal, published July 18.

EAGLE (U.S. Army Space and Missile Defense Command) for “Taking Care Of The Army Family,” by Jonathan Pierce and “Exoatmospheric Kill Vehicle Pulverizes Target in IFT-6,” by Jim Bennett and Jonathan Pierce. Both published in July.

YANKEE ENGINEER (COE, New England) for its eight-page special “Founder’s Day,” published in July. Ann Marie R. Harvie is editor.

HERALD UNION (104th ASG, Germany) for the commentary “Change Opens Door To Experience,” by K. C. Bertling, published August 7.

INSIDE THE TURRET (Fort Knox) for “Kentucky Veterans Honored,” story and photos by Spc. Stacie Mitschke, published July 19.

HERALD UNION (104th ASG, Germany) for “Switzerland—Strap On The Rollerblades And Head Out For Adventure,” by Karl Weisel, published June 26.

TORII (Camp Zama, Japan) for the page-one photo “Heaven Can Wait,” by Steve Lambert. Also for “Furin: A Glass-Blowing Experience,” by Yuki Yanagi. Both published July 20.

ALASKA POST (Fort Richardson) for the three-page presentation “Expert Field Medical Badge,” story and photos by Spc. Teresa Heist, published July 26.



By Master Sgt. Jon Connor
Chief of Army Newspapers

Can your photos stand alone?

As most editors know, stand-alone photos can really spruce up a page in a way that no other design element can.

Stand alones, or wild pics as they are also called, are pictures placed on a page that have no related story laid out with them per se. It is through its cutline that relevant information concerning the picture is relayed to the reader aside from the visual aspect of it.

A common misunderstanding is that a stand-alone photograph is so self-apparent in its content that only a one-sentence cutline is needed. Generally speaking, two to three sentences suffice to covering the five Ws and How. Any more than three needs to be justified since the cutline itself now takes on a visual property.

A deep cutline can deter readers from the stand-alone photo and negatively compete for space. Aside from the credit line, the other design element that all stand-alone photos need is a catchline. This essentially is a mini head written in the form of a label head. For example, if we had a picture of a person slam dunking during a basketball game, some possible catchlines depending on the situation could be: "Two more" or "Watch out" or "Stuffamatic."

Like any headline, these catchlines should attract reader interest, be clever, and help augment the information relayed in the picture. As in writing, avoid the use of clichés.

Catchlines should consist of one to three words. The use of punctuation marks is fine providing that they truly add to the message.

The placement of catchlines is usually over the cutline, and placed flush left or centered.

Overall functions

Now, let's discuss the functions of the stand-alone photo.

The editor, or assignments editor, should tell the photojournalist before departing on an assignment that he in fact wants a stand-alone shot. The decision to turn coverage into a stand-alone is not good planning.

The photojournalist needs to know prior to going out what he is supposed to bring back. The shooting technique is quite different for stand-alone photos when compared to a double-truck, or photo (s) accompanying a story.

Another thing to remember is that a "stand-alone photo" can actually be two or three photos laid out which implement the aforementioned design elements. This technique works better when used on inside pages versus the front page where filling space is sometimes harder to do. Likewise, you don't want an overly busy front page where other elements are competing for the reader's attention.

However, when sized to fill the "news hole" on inside pages, a double or triple stand-alone photo layout can be quite effective in showing different aspects of an event. Remember to shoot horizontals and verticals, crop ruthlessly, and always shoot different perspectives – close ups, mediums, and distance shots depending on the subject matter of the event.

The decision to use stand-alone photos as the way to cover an event should not be taken lightly. The editor must first decide what's the best way to cover an event. This is based on many things like resource manpower, time and date of the event, the "newsworthiness" of an event, and the politics of accommodating the command leadership.

As any editor knows, sometimes this is decided for you when someone unexpectedly walks into the Public Affairs shop with a couple of photos of a training event or whatever and some basic cutline information. Assuming the photos are at least halfway decent, editors should run them to give coverage to events that for whatever reason couldn't be covered by staff members, and to foster and develop a stringer system.

Most people will cease to submit photographs if you continuously fail to run them. Obviously, new stringers need to be coached by the editor to meet the publication's needs.

Front-page functions

On the front page, stand-alone photos can serve several functions. One is to visually show a newsworthy event that deserves front-page placement. Again, the elements of news guide you to this decision along with influence from the installation leadership that may conflict with this element-selection process. Remember, it's the commander's publication and functions to augment command information.

These are the times when you run a reduced picture below the fold or lower section of the page to meet the front-page status directive.

Additionally, a front-page stand-alone ideally is one of the best, if not the best photo, in the publication.

It's a real blessing when you're able to run a picture that can be enlarged to serve as a major element on the page based on its aesthetic properties and news value. The civilian newspaper USA TODAY does this frequently.

From a layout and design view, it allows more opportunity to create a strong modular design. From an artistic view, a dynamic photo, whether action-packed or one with strong composition and leading lines will always improve your front page.

While there are many Army publications with color capability on the front page, there are some that don't. Obviously color can be an important ingredient in what is a great photo, but it is reassuring to know that a great black and white photo is just that – great.

Stand-alone photos also serve to create a mood or set the tone for your publication. For example, publications can give the readers a great training photo every week, or a great scenic photo, or great "news" type photo, or "slice of life" photo.

A "slice of life" photo simply means that the photojournalist captured an everyday type of moment that hopefully is being conveyed in a way that enhances it. This can mean children playing, people involved in sports activities, soldiers training, or someone simply enjoying an ice cream cone at the Post Exchange during a spell of real hot weather.

Stand-alone photos through the interest they create on the front page also can serve as a promo or self-ad into the inside pages. Through the cutline, you inform the reader that if they turn to Page 8 for example, they will get more info through a story, story and related photos, a picture page, or even a double-truck.

When it comes to inside pages, the concepts are the same except the size of the photo shouldn't be enlarged to the point that it diminishes everything else on the page. Stand-alone photos work especially well on those pages with banner news holes on the top 20 percent of the page.

They also work especially well in the Sports and Off-duty sections. Usually there's more to cover than seems possible. By covering an event with stand-alone photos, the editor can manage his resources better since significantly less time is required to cover and get the event in next week's edition.

Yes, the stand-alone photo is a method of coverage that should always be considered when planning future editions. It can be the driving force behind layout and design, it can give readers something to really look at, and can be a force multiplier when trying to cover all the events of the week.

Consequently, stand-alone photos are a good alternative to telling people "no" when asking for coverage. They enable the needs of the community to be met without taxing the staff.

One final note. Stand-alone photos, or any type of photo for that matter, should not be published if they are used in the genre of grip 'n' grins and check presentations. As stated before in previous POST-30s, AR 360-1 even points out that these types of photographs have little news value. Instead of these types of photos, the editor needs to convince those seeking coverage that showing some-

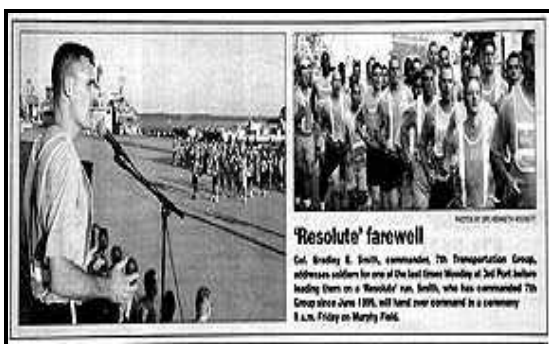
one doing his job or the activity that led to the award is the way to go.

Another suggestion is to publish such things on a grip'n'grin page once a month. This is slightly more acceptable than seeing these types of photographs weekly, let alone on the front page!

UPS AND DOWNS



This stand-alone appeared on the front page of the Fort Myer PENTAGRAM July 13. Aside from teaser box photos, it was the only regular photo on the page and was located in the mid right-hand corner. This photo is simply outstanding. Published in color, the blue water with the red cap looks stunning. The facial expression combined with the water frozen in this moment all combine to exemplify what a stand-alone photo truly is and should be. Underlining the catchline, however, doesn't enhance the design. The only other stand-alone pic in this issue didn't have an underlined catchline. The photo was taken by Paul Haring who took 2nd place in the Contractor/Stringer (Photo) category in the 2000 Keith L. Ware competition.



This double stand-alone photo appeared on page 3 of the Fort Eustis WHEEL June 21. It was located just above the masthead. In this case, the use of a double-stand alone served well as the photos give more insight to readers on this event symbolizing the end of a command. The left photo includes a profile accompanied by a hand gesture, and unit soldiers in the background offering a nice perspective. And, the layout works well using a strong horizontal format.



This stand-alone photo appeared on the front page of the Fort Dix POST Outlook section July 27. It was located in the lower left-hand corner. Despite four other photos on the page, this photo is a real eye grabber because the photographer, Kryn P. Westhoven, captured the softball just as a player attempted to field it. Note the facial reaction of the fielder. All too often, we all see the standard shots of someone trying to hit a ball or the pitcher throwing the ball. These types of shots should be considered clichés and obviously avoided. The use of an overline – a catchline above the photo -- is not the norm and should be avoided. Westhoven took first place in the Single, Stand-Alone Photographs category in the 2000 Keith L. Ware competition.



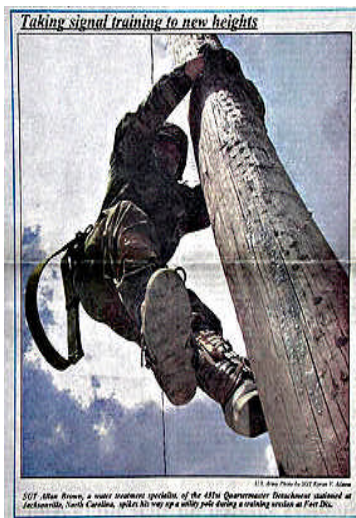
This stand-alone appeared on the front page of the in the Alaska POST March 29. It was located in the upper right-hand corner and was the sole photo on the page. This photo, shot by an Air Force noncommissioned officer, takes on a silhouette look with soldiers training in the snow-laden surroundings. Quite simply, it's a piece of art. Interestingly, the catchline and cutline are superimposed over the photo that works nicely in this case. The cutline also directed readers inside the publication for more photos.



This stand-alone photo appeared in the 26th Area Support Group's HERALD-POST in Germany July 12. It was laid out at the top of the front page, upper right-hand corner and was the only picture on the page. The main subjects offer great facial reaction of a fun, zany event. Even the secondary subject in the background becomes an important element as the boy's eyes transfixed on the lady reacting. Unfortunately, no names were given for the main subjects. As far as layout and design, this "stand-alone" actually accompanies a story placed below it. Had it not been for the catchline and a 1-point line separating the cutline from the headline, this technically could not have been labeled a stand-alone. The cutline also serves to direct readers inside for more photos of the event.



This stand-alone photo appeared on page 1 of the Fort Leonard Wood GUIDON June 28. It was laid out on the front page below the fold. This is appealing because it is tightly cropped, contains action, and the reflection in the sunglasses offers an interesting visual element. This photo was taken by the 2000 Army Journalist of the Year, Sgt. Peter Fitzgerald.



This stand-alone photo appeared on page 1 of the Fort Dix POST. It was laid out in the middle flush right and was the main element on the page. This has an interesting angle as the photographer shot up to the subject and contains a very strong leading line. The use of an overline -- a catchline above the photo -- is not the norm and should be avoided.



This genre of a grip'n'grin appeared on the front page of The Monmouth MESSAGE July 6. It ran in the lower right-hand corner. This is the type of coverage that should run somewhere inside the publication assuming you're directed to run it at all. But no grip'n'grin is deserving of the front page unless some very unusual circumstances are connected to the event. Sorry if no examples come to mind.



This stand-alone photo appeared on the front page of the Fort Huachuca SCOUT July 26. It was the only visual picture on the page aside from a sports teaser photo. It was located above the fold. The fundamental thing wrong with this photo is that the photographer should've taken a photo of the subject actually gathering acorns versus just sitting down with a half-filled bowl. Additionally, it's a poorly cropped photo and doesn't deserve being on the front page as the lead element. Finally, the cutline is way too long running seven sentences. A short story probably would have worked better.



This stand-alone photo appeared on page 17 of the Redstone ROCKETT June 20. It was the only command information element on the page located in the upper left-hand section taking up about 20 percent of the page. This photo is not a stand-alone photo. It's an over-blown mug shot that should've been used for the question of the week. The catchline is a real no brainer too with "Black beret." Finally, avoid square photos at all costs. The photographer, Sgt. Sharon McBride, took 3rd place in News Articles and an honorable mention in Feature Articles in the 2000 Keith L. Ware competition.



This quad stand-alone photo appeared on page 7A of the Fort Campbell COURIER. It was laid out on the upper third of the page. The two upper photos at the most would have sufficed if tightly cropped since all the photos are similar in content. And the use of the split cutline is confusing since some readers will go to the upper left cutline and then the lower right. Each contains unit-mission information that should be presented in one cutline. The catchline is also lacking any real creativity.



This stand-alone photo appeared on page 12 of the Fort Belvoir EAGLE Nov. 2, 2000. From looking at the photo it is not apparent that this is about Halloween trick-or-treating. Through the cutline readers are informed that a girl is being escorted by her dad, who happens to be an off-duty military policeman. When shooting trick-or-treating, showing someone in a costume certainly will help convey the spirit of the event. Again, another catchline with little thought behind it.

For additional information on cutlines, see the October 2000, #30, Post-30-.

COPYEDITING

From a cutline: **"...is a fourth generation Apache Native American. ..."** Apaches are native to North America; therefore the phrase **"Apache North American"** is redundant.

Consider the phrase **"fourth generation."** Apache tribes have been on the continent for many centuries, perhaps thousands. How then can a member of the tribe be only a fourth generation?

"...and gave birth to a nine-pound bouncing baby boy. ..." This silly phrase seems to endure the ages. Write: **"...and gave birth to a nine-pound boy. ..."** Another phrase that simply will not go away: **"5 a.m. in the morning."** When does 5 a.m. come around if not in the morning?

"The battalion concluded the exercise at 3 p.m." Conclude is a mental process, not a physical one. Better to write: **"The battalion ended (or stopped, finished or completed). ..."**

"The squads returned to their respective fire bases." Throw out **"respective"**; it's superfluous. The word **"their"** points to the destination.

“The tactic was proven a success.” Make the verb, “proved.” It’s the past participle of the verb, “prove.” But, it’s not “*a proved plan*” “but a proven plan.” Proven is an adjective in this case and modifies plan.

Some writers persist on using two, three and even five words when one will do just fine.

<i>in order to <u>use</u> to</i>	<i>on behalf of <u>use</u> for</i>	<i>the majority of <u>use</u> most</i>
<i>in the event that <u>use</u> if</i>	<i>in the near future <u>use</u> soon</i>	<i>at all time <u>use</u> always</i>
<i>in view of the fact <u>use</u> because</i>	<i>prior to <u>use</u> before</i>	<i>appears to be <u>use</u> is</i>
<i>make a decision <u>use</u> decide</i>	<i>in spite of <u>use</u> despite</i>	<i>in an effort to <u>use</u> to</i>

Don’t write *irregardless*; it’s *regardless*. Don’t use *however* when *nevertheless* is meant.

A fire *starts*, it doesn’t *break out*. A ship cannot burn to the *water’s edge*, though she can burn to the *waterline*.

All-around is not correct. It’s *all-round*. “The ceremony will begin *at about* 4 p.m.” Use *at* or *about*, but not both.

Commence is formal; *begin* or *start*, less formal. In *lose out*, *start out*, *speak out*, *weed out*, drop the *out*; it’s superfluous. Why write *render*, try *give*.

These are redundant: *past history*, *true facts*, *midway between*, *completely destroyed*, *completely dead* and *integral part*. Yet, they continue to appear in Army news columns.

Fullest possible extent means nothing and should be avoided in newsprint. *Approximately* is a popular word among Army journalists who like to pad. *About* says the same, and is shorter. Why write *meticulous*? Use *neat*.

Herein and *hereto* died the same death as *herewith*. These words should not appear in news columns.

Only

Many writers tend to have a problem with *only*. They place it just about anywhere in a sentence sometimes not caring where it falls, and the results are sometimes confusing and almost always short of the intended meaning.

Only, which means alone, exclusively, solely, one of its kind, should go close to the word it modifies. Let’s look at a few sample sentences, using the following as a guide: “Smith qualified on the M16 rifle after a grueling exam on Monday.”

“Only Smith qualified on the M16 rifle after a grueling exam on Monday.” Means: Smith and no one else qualified.

“Smith only qualified on the M16 rifle after a grueling exam on Monday.” Means: He passed no other exams that day but the M16 test.

“Smith qualified on the M16 rifle only after a grueling exam on Monday.” Means: Once he got through the ordeal, Smith did okay.

“Smith qualified on the M16 rifle after a grueling exam only on Monday.” Means: Not too long ago.

“Smith qualified on the M16 rifle after a grueling exam on Monday only.” Means: And at no other day.

END NOTES

SGM Phil Prater, the Army's new Public Affairs sergeant major, can be contacted at (703) 697-8393, DSN 225-8393. His e-mail address is phil.prater@hqda.army.mil

A chat with the curator of the State Historical Society of Wisconsin revealed that only a handful of Army newspapers are coming into the Society. Paragraph 3-5t (d), AR 360-1 requires all post and unit newspapers to send one (1) copy to:

The State Historical Society of Wisconsin
Attn: Newspaper Archives
816 State Street
Madison, WI 53706-1488.

Awards time will be upon us soon. Now's the time to set aside articles, photos and other material for this year's KLV competition. DoD will soon announce the date of the required issue in the print category, and once that's done, the Army's SOP will be out.

JOURNALIST AWARD WINNERS



Two editors and four publications have won the J-Award. Michael Mowrer, editor of Herald-Post; Tom Larscheid, editor of Benelux Meteor; Triad, (LouAnn M. Mittelstaedt, editor), Warrior Leader (Bob Rosenburgh, editor; Mountaineer—Madigan Army Medical Center. (Staff Sgt. Mary Bodine, editor); Engineer Update (Bernard Tate, editor).

PUBLICATION AWARDS

Three Awards Army Flier; Courier

Two Awards

Inside the Turret; Casemate; Herald Union; Frontline; Guardian; Fort Riley Post; Ironside; Monitor

One Award

Guidon; Eagle; Fort Dix Post; Korus; Desert Voice; Herald-Post; Pointer View; Torii; Talon; Lamp; Seoul Word; On Guard; Duty First; Training Times; Prairie Soldier; Citizen; Redstone Rocket; Fort Carson Mountaineer; Castle Comment, Mercury; Alaska Post; Sine Pari; Bulletin; Bayonet; Benelux Meteor; Tobyhanna Reporter; Riverside; Indianhead; Banner; Tiefert Telegraph; Outlook; Paraglide; Castle; Phoenix Rising; Pentagon; Signal; Kwajalein Hourglass; Buckeye Guard; Countermeasure; Bear Facts; Tower Times; Leader; Medical Minute; Globe; Fort Hood Sentinel; Triad; Warrior Leader; Mountaineer (Madigan Army Med. Cent.); Engineer Update

INDIVIDUAL AWARDS

Four Awards

Staci Sands

Two Awards

Tim Hipps; Carol Cummings

One Award

Larry Barnes; Tonya Riley; Nel Lampe; Dave Snyder; Spc. Stacey Harris; Jean Schucker; Jean Offutt; Wayne V. Hall; Sgt. Mitch Frazier; Sgt. Christy Johnstone; Michael Meines; Rick Brunk; Lucille Anne Newman; Melissa Davis; Bridgett Siter; Spc. Casandra Brewster; Spc. Monica Garreau; Spc. Teresa Heist; Sandy Riebeling; Harry Noyes; Mindy Anderson; Kim Rieschling; Sgt. William Wilczewski, Roger T. Conroy; Sgt. Ed Passino; Jill Mueller; Julia Ayers; David Ruderman; Sgt. Cullen James; Irene Brown; Karl Weisel; Tom Larscheid; Michael Mowrer;